

Bring a friend along for the ride!

Get a friend who is a smoker 21 years of age or older on the road to future good news from Merit.
Just have them fill out the bottom portion, fold, seal and mail before 10/31/97.

Please fill in name and address below.

☐ Mr./ ☐ Mrs./ ☐ Ms. _____ ☐ Male ☐ Female
Address _____ Apt. # _____
City _____ State _____ ZIP _____ Phone (____) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable federal and state laws. Limited to smokers 21 years of age or older.

SIGNATURE (required) _____ BIRTH DATE (required) ____/____/____ TODAY'S DATE (required) ____/____/____
Month Day Year Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand name)

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100% ☐ 120%

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...?
(Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

(brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

- ☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

Frequently Occasionally Never

I look for special offers for my regular brand... ☐ ☐ ☐

I take advantage of special offers for brands other than my regular brand... ☐ ☐ ☐

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Which other brands would you consider buying? (Check all that apply.)

- | | | | |
|--|-------------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> GPC | <input type="checkbox"/> Salem | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> B&W | <input type="checkbox"/> Kent | <input type="checkbox"/> Shore Brand | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Lights | <input type="checkbox"/> True | <input type="checkbox"/> Xmas |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Marlboro | <input type="checkbox"/> Vantage | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Merit | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Navy | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Newport | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> One | <input type="checkbox"/> Other | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Parliament | | |
| <input type="checkbox"/> Camel | | | |

(brand name)

Who's at the wheel?

Help us get to know and serve you better by taking a moment to send us the latest news about yourself. Fold, seal and mail before 10/31/97.

1234567890123456

Sample A. Sample
123 Main St.
Sample, IL 60000

Please make any address corrections below.

☐ Mr.
☐ Mrs.
☐ Ms.
Address _____
City _____ State _____ ZIP _____
Phone (____) _____ ☐ Male ☐ Female

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| <input type="checkbox"/> Camel | <input type="checkbox"/> Marlboro | <input type="checkbox"/> Vantage | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Merit | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Navy | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Newport | | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> One | <input type="checkbox"/> Other | |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Parliament | | |
| <input type="checkbox"/> Camel | | | |

(brand name)